1   (3)   an income datum;

2   (4)   a taste preference datum; and

3   (5)   an interest datum;]

4   [(b)   the step of programming said computer to respond to a control signal;]

5   [(c)] (a)   the step of [transmitting] <u>receiving</u> some information content and

6   control signal [to said remote station] in [a] <u>said one or more</u> broadcast or

7   cablecast transmission<u>s</u>, said information content describing a product or

8   service;

9   [(d)   the step of receiving said information content and control signal;]

10   [(e)] (b)   the step of generating a benefit datum by processing subscriber

11   datum in response to said control signal;

12   [(f)] (c)   the step of delivering said information content and said benefit

13   datum at an output device at said [remote station] <u>receiver station;</u> [and]

14   [(g)] (d)   the step of inputting a subscriber reaction to said delivered

15   information content and benefit datum[.] <u>; and</u>

16   <u>(e)   the step of generating a control signal and controlling said receiver</u>

17   <u>station based on said inputted subscriber reaction.</u>

18   Please add the following claims:

19   3.   The method of claim 2 further comprising the step of storing said

20 subscriber datum at a computer at said receiver station, said subscriber datum being

21 one of the group:

22   (a)   an investment datum;

1   (b)   a financial datum;

2   (c)   an income datum;

3   (d)   a taste preference datum; and

4   (e)   an interest datum.

5   4.   The method of claim 2 further comprising the step of programming said

6   computer to respond to said broadcast or cablecast control signal in respect of a benefit

7   or value.

8   5.   A method of communicating subscriber station information from a

9   subscriber station to one or more remote stations, said method comprising the steps of:

10   (1)   storing subscriber data at a subscriber station;

11   (2)   receiving at said subscriber station one or more instruct signals which are

12   effective to generate a control signal based on a subscriber reaction to a receiver specific

13   benefit datum;

14   (3)   generating one or more subscriber specific data, said processing at said

15   subscriber station directed by instructions from said one or more instruct signals;

16   (4)   receiving a viewer's or participant's reaction to a combined medium

17   output at said subscriber station;

18   (5)   transferring one or more subscriber specific data from said subscriber

19   station to one or more remote stations based on said step of receiving a viewer's or

20   participant's reaction.

21   6.   A method of controlling a remote intermediate data transmitter station to

22   communicate data to one or more receiver stations, with said remote transmitter station

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1   including a broadcast or cablecast transmitter for transmitting one or more signals

2   which are effective at a receiver station to instruct a computer or processor, a plurality

3   of selective transmission devices each operatively connected to said broadcast or

4   cablecast transmitter for communicating a unit of data, a data receiver, a control signal

5   detector, and a controller or computer capable of controlling one or more of said

6   selective transmission devices, and with said remote transmitter station adapted to

7   detect the presence of one or more control signals, to control the communication of

8   specific instruct signals in response to detected specific control signals, and to deliver at

9   its broadcast or cablecast transmitter one or more instruct signals, said method of

10 communicating comprising the steps of:

11   (1)   receiving an instruct signal to be transmitted by the remote intermediate

12 data transmitter station and delivering said instruct signal to a transmitter, said instruct

13 signal being effective at a receiver station to generate a control signal based on a

14 subscriber reaction to a receiver specific benefit datum;

15   (2)   receiving one or more control signals which at the remote intermediate

16 data transmitter station operate to control the communication of said instruct signal;

17 and

18   (3)   transmitting said one or more control signals to said transmitter before a

19 specific time.

20   7.   The method of claim 6, further comprising the step of embedding a

21 specific one of said one or more control signals in said instruct signal or in an

22 information transmission containing said instruct signal before transmitting said

23 instruct signal to said remote transmitter station.

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1   8.   The method of claim 6, wherein said specific time is a scheduled time of

2   transmitting said instruct signal or some information associated with said instruct

3   signal from said remote intermediate data transmitter station and said one or more

4   control signals are effective at said remote intermediate data transmitter station to

5   control one or more of said plurality of selective transmission devices at different times.

6   9.   A method of controlling at least one of a plurality of receiver stations each

7   of which includes a broadcast or cablecast signal receiver, at least one processor, a

8   signal detector, said signal detector adapted to receive signals from a broadcast or

9   cablecast signal, and said processor programmed to respond to signals from said

10   detector, and said method of controlling comprising the steps of:

11   (1)   receiving at a broadcast or cablecast transmitter station an instruct signal

12   which is effective at the receiver station to generate a control signal based on a

13   subscriber reaction to a receiver specific benefit datum;

14   (2)   transferring said instruct signal from said transmitter station to a

15   transmitter;

16   (3)   receiving one or more control signals at said transmitter station, said

17   control signals identifying at least one specific receiver station in which said instruct

18   signal is addressed; and

19   (4)   transferring said one or more control signals from said transmitter station

20   to a transmitter, said transmitter station broadcasting or cablecasting said instruct signal

21   and said one or more control signals to said plurality of receiver stations.

1   10.   The method of claim 9, wherein said instruct signal or said control signal

2   is embedded in the non-visible portion of a television signal.

3   11.   The method of claim 9, wherein said one or more control signals identifies

4   two of said plurality of receiver stations asynchronously and each of said two receiver

5   stations receive and respond to said instruct signal asynchronously.

6   12.   The method of claim 9, wherein a switch communicates signals selectively

7   from a receiver and a memory or recorder to a transmitter, said method further

8   comprising one from the group consisting of:

9   detecting a signal which is effective at the transmitter station to instruct

10   communication;

11   determining a specific signal source from which to communicate a signal to a

12   transmitter;

13   controlling said switch to communicate a signal to said transmitter in response to

14   a signal

15   which is effective at the transmitter station to instruct communication;

16   controlling said switch to communicate a signal from a selected signal source;

17   and

18   controlling said switch to communicate to said memory or recorder a signal

19   which is effective at the receiver station to instruct.

20   13.   The method of claim 9, wherein a controller controls a switch to

21   communicate to a transmitter a selected signal, further comprising one from the group

22   consisting of:

6

1   detecting a signal which is effective at the transmitter station to instruct

2   transmission;

3   inputting to said controller a signal which is effective to control said switch;

4   controlling said switch to communicate one or more signals according to a

5   transmission schedule;

6   controlling said switch to communicate from a specific one of a plurality of signal

7   sources; and

8   controlling said switch to communicate a signal to a selected one of a plurality of

9   transmitters.

10   14.   The method of claim 9, further comprising one from the group consisting

11   of:

12   transmitting to a receiver station one or more data that designate a time or a

13   channel of transmission of said instruct signal or that specify the title of or some subject

14   matter contained in a unit of mass medium programming or data associated with said

15   instruct signal; and

16   transmitting to a receiver station a control signal to cause said receiver station to

17   tune to a broadcast or cablecast transmission containing a specific instruct signal.

18   15.   The method of claim 9, wherein said one or more control signals further

19   comprise downloadable executable code targeted to said processor at one or more of

20   said plurality of receiver stations, said downloadable executable code programming the

21   way or method in which said at least one processor responds to said instruct signal.

1   16.   The method of claim 9, wherein at least one receiver station is adapted to

2   detect the presence of said control signal or programmed to respond to said instruct

3   signal on the basis of the location of a signal in an information transmission, said

     Same

4   method further comprising the step of causing at least some of said control signal or

5   instruct signal to be transmitted in said location.

6   17.   An interactive method for information delivery for use with an interactive

7   mass medium program output apparatus comprising the steps of:

8   outputting a mass medium program that contains or explains at least one

9   receiver specific datum, said interactive mass medium program output apparatus

10   having an input device to receive input from a subscriber;

11   prompting said subscriber during said mass medium program for input in

12   respect of said information, said interactive mass medium program output apparatus

13   having an output device for outputting said information;

14   receiving a reply from said subscriber at said input device in response to said

15   step of prompting said subscriber, said interactive mass medium program output

16   apparatus having a transmitter for communicating information to a remote station;

17   communicating said reply to a remote site, said interactive mass medium output

18   apparatus and said remote site comprising a network having a plurality of transmitter

19   stations;

20   generating or assembling, in said network, a message which is effective at said

21   interactive mass medium program output apparatus to generate a control signal based

22   on a subscriber reaction to a receiver specific benefit datum, said interactive mass

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